



10th Anniversary The Partnership for Food Safety Education 2007-2008

Leading the nation in food safety education

May 2007
CDC Global Communications Center

Today

- To Learn
 - From our Agency partners about foodborne illness tracking and related research
- To Link
 - Consumer education efforts to efforts of the Government partners to reduce foodborne illness; Healthy People 2010 goals
- Encourage the active, ongoing involvement of all Partnership member organizations, Agency liaisons, and corporate advisors

Summary

- History & Purpose
- Elements of Vision
- Benefits of Partnership
- Recent Accomplishments
- 10th Anniversary
 - New tools
 - Recognition
 - Engaging companies and media

History of PFSE

- Established under White House food safety initiative 1997 - - MOU signed by USDA, HHS, USDoEd, Industry Assns, Consumer Federation
- Now a non-profit organization
- Contributing partners provide basic operating funds
- Agencies contribute significant professional, technical expertise & communications outlets

History of PFSE

1997

Fight BAC!®, Keep Food Safe from Bacteria
Consistency, repetition of “core four” messages

2007

Still popular, consistent, and used nationally



- ✓ Clean
- ✓ Separate
- ✓ Cook
- ✓ Chill

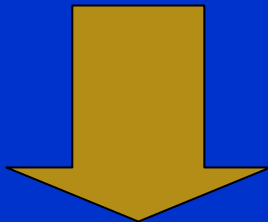
Purpose (1997 MoU)

- *“ The Partnership for Food Safety Education and FDA, CDC, FSIS, CSREES, and ED will work together to develop one overarching theme or slogan akin to “Five a Day” or “Only You Can Prevent Forest Fires.” Key educational messages will be channeled through existing networks of each signator and the outlets such as the media; local, state and federal governments; public health offices; consumer-based organizations; and private sector businesses. ”*

PARTNERSHIP SERVES & ENGAGES CRITICAL CONSUMER EDUCATION INTERMEDIARIES



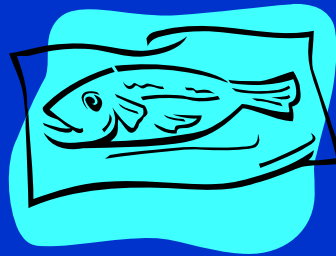
Public Sector



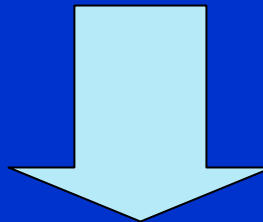
Federal Agencies

Networks of State
and Local
Officials

Public Health



Private Sector



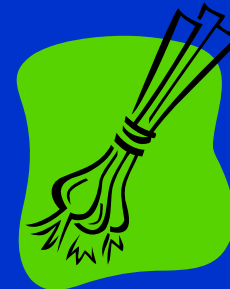
Food companies

Retailers

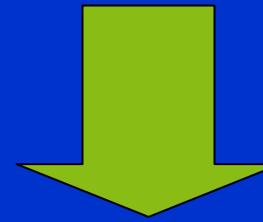
CPG companies

Restaurants

Media



Non-Profit
Sector



Food Associations

Consumer Groups

Professional Assns.

Partnership for Food Safety Education

- American Dietetic Association
- American Egg Board & Egg Safety Ctr
- Association of Food and Drug Officials
- Consumer Federation of America
- Food Marketing Institute
- Food Temperature Indicator Association
- Institute of Food Technologists
- International Food Information Council
- National Association of State Departments of Agriculture
- National Chicken Council
- National Pork Board
- National Turkey Federation
- NSF International
- Produce Marketing Association
- School Nutrition Association
- The Soap and Detergent Association
- United Fresh Produce Association

Federal Government Liaison

- U.S. Department of Agriculture
- U.S. Food and Drug Administration
- U.S. Department of Health and Human Services, CDC
- U.S. Environmental Protection Agency

Recent Accomplishments

- Expanded website
- Grew BAC Fighters e-list to 4,400
- Developed, launched national safe produce handling education campaign (2004)
- Contributed to development of Scrub Club
- National consumer survey
- Media outreach, including network TV and deskside briefings
- Activation of effective member working groups
- BAC Down home refrigeration campaign (2005)

The Partnership's 5 Elements of Vision

Adopted 2005

- Financial Stability
- Credible Coalition
- Well Researched, Engaging Programs
- Visibility with National Leaders & Media
- Capable of Significant Program
Leverage / Coverage

Member benefits of participation

- ALIGN with credible non-profit organization dedicated to reducing foodborne illness
- CONNECT with partners from all links in the food chain from farm to table: producer, retail, restaurant, consumer and government
- COLLABORATE with partners and government agencies to shape strategies and disseminate messages
- LEVERAGE national publicity and a national network for message dissemination
- RECOGNITION as a Member

10th Anniversary *

Initiatives

New tools

Recognize outstanding programs

Engage private companies and media

New tools for food safety education



*Media components
available to food safety
educators*



*New basic Spanish
language materials –
Fotonovela & fact sheets*

Partnership for Food Safety Education

Corporate Advisory Committee

- Cargill Inc.
- Clorox
- Dole Food Co.
- Sara Lee
- SUPERVALU/Farm Fresh
- Giant/Stop & Shop
- Porter Novelli
- Sodexo
- Steak Out Restaurants
- Supermarket Guru
- Tyson Foods
- Wal-Mart

New tools for food safety education

be food safe.

New consumer
education platform
designed for suppliers
and retailers &
operators

"Same message, new
look"



Flexible, modular core message icons



www.befoodsafe.org

Modules – emphasize one or more of the core messages



Example only

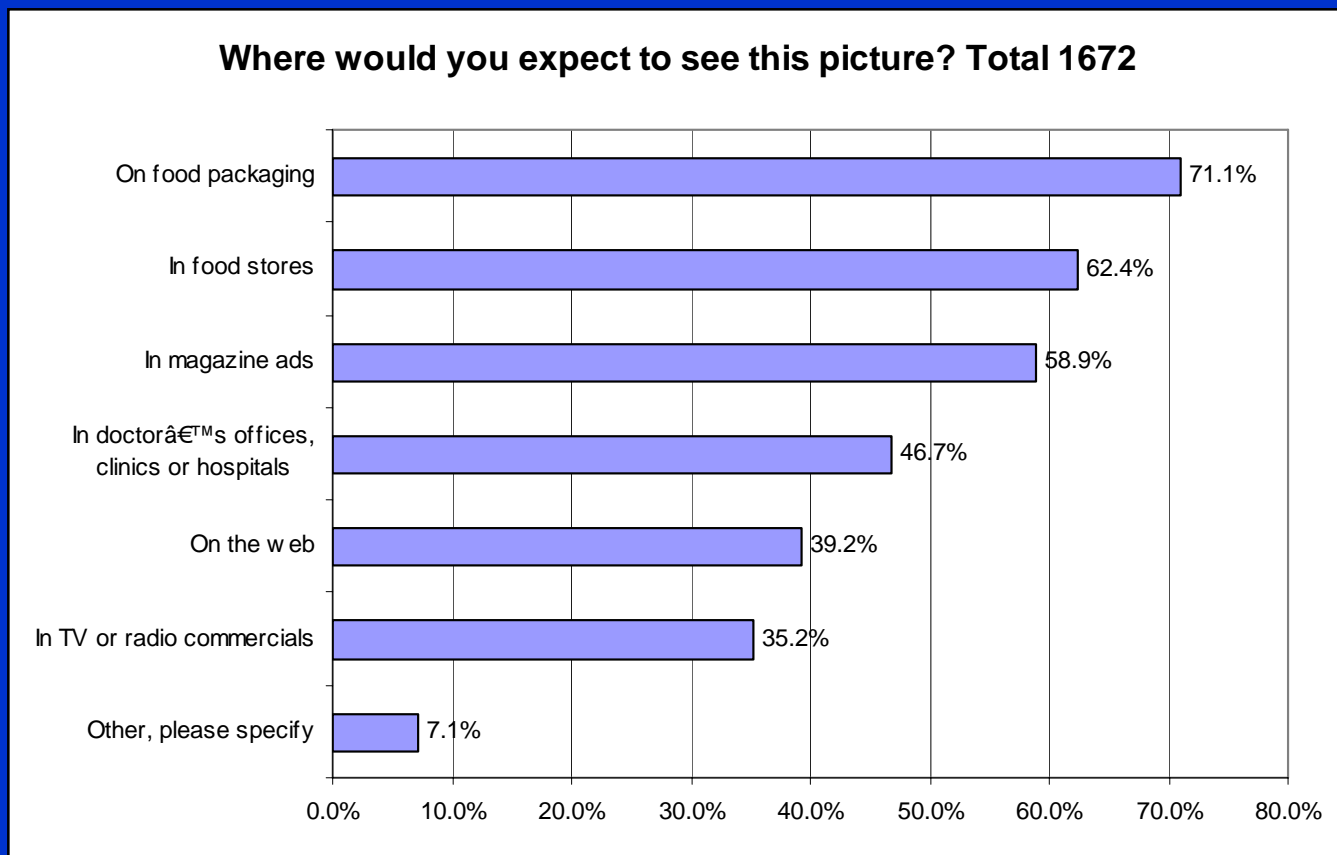
Research Conclusions

- Consumers correctly interpret icons
- No red flags or confusion
- Consumers welcome/appreciate reminder on safe handling, expect to see it on packaging
- Manufacturers and stores benefit from positive feelings (responsibility' and 'caring' toward customer)
- PFSE should promote use on packaging, in stores

71% expect the icon to appear on food packages

62% expect to see it in food stores

Respondents understood the purpose of icon is to remind consumers about proper food handling once the product is in the home, not to guarantee product safety



10th Anniversary *

Initiatives

New tools

Recognize outstanding programs

Engage private companies and the media

BAC Fighters Program Awards

- Recognize programs in three categories
 - General consumer outreach
 - Hospital/Clinic/Healthcare setting
 - Retailer / Restaurant / Food service-developed
- Entries accepted to June 1, 2007
- Teams brought to DC for recognition event Sept. 2007

10th Anniversary *

Initiatives

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Corporate & Media Outreach

- Corporate donor group engagement – launched fall 06
 - *Friends of Food Safety Education*
 - Currently 2 association FOFSE commitments
 - 8 corporate, including one media sponsorship
- Corporate Advisory Committee – formed May 06
- 07-08 proactive media outreach plan & stepped-up media response

Leading the nation in food safety education

We bring 3Cs

- Consistent message
- Credible partners
- Commitment to consumers

